

Effective Booth Design: Structure and Graphics (Cont.)

Exhibit Profile/Criteria Worksheet

Show _____ Location _____ Date _____

Size _____ Booth # _____ Height Limitations _____

Obstructions _____

1. The primary objective(s) of exhibit program is:

_____ Corporate Image _____ Sales Leads _____ Product Intro
 _____ Direct Sales _____ Market Research _____ Other

2. Show visitors to attract:

_____ Direct Consumers _____ Purchasing Agents _____ Engineers
 _____ Top Management _____ Distributors _____ Physicians
 _____ Middle Mgmt. _____ Retailers _____ Scientists

- 3.
- Product List**
- Dim./Config.**
- Features & Benefits**

Is storage space required for hidden equipment? _____

4. Are any products new, or do they represent new technology?

5. History of the present exhibit program:

How long exhibiting _____

Average space in past _____

Number of shows in annual schedule _____

Past approaches _____

Successes and failures _____
